

NEW ZEALAND ONLINE RETAIL SALES REPORT

SEPTEMBER 2020

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CHANGE IN ONLINE SPENDING

TOTAL SPENDING
VS. LAST YEAR

17.0%

SPEND AT DOMESTIC
SITES VS. LAST YEAR

33.4%

SPEND AT INT'L SITES
VS. LAST YEAR

-6.2%

CATEGORY CHANGE VS. SEPTEMBER 2019

14%	Groceries & Liquor (incl health food and supplements)
52%	Furniture, Housewares and Hardware
21%	Electrical & Electronic goods (incl computers & appliances)
7%	Recreation, Toys, Games, Entertainment media, Books
18%	Clothing, Footwear and Accessories
13%	Variety, Department and Other*
19%	Pharmacy, Cosmetics, Stationery, Antiques, Flowers

EXCHANGE RATES

vs. LAST YEAR (average)	
USD \$	5.2%
GBP £	-1.7%
AUD \$	-1.1%

MONTH IN REVIEW

New Zealander's online spending rose 17.0% in September. For the September Quarter, online spending was up 15.3% compared to the same quarter in 2019. With Auckland out of Level 3 restrictions, and the rest of New Zealand back to a 'normal' Level 1 towards the end of the month, our online shopping wasn't as prevalent as last month (when online spending was up 27.1%).

Given that most retailers were able to open their doors again, it wasn't too surprising to see that our online spending dropped compared to August (down 8.3%).

Roughly 2/3 of our online spending went to domestic online businesses (66.8%). This has been a pretty typical split for 2020 as a whole (averaging 68.4% to date). Only at the height of Level 4 lockdown (April-May) did the allocation rise to over 70% domestic.

It was a pretty good month for a couple of the traditional retail sectors. Clothing & Footwear retailers experienced a 18% increase in online spending (to go with an 8% increase overall). And the Electrical/Electronic goods category experienced a 21% increase in online spending (to go with a 7% increase overall).

Growth Rates	Total Online			Domestic Online Purchases			International Online Purchases		
	Jul-20	Aug-20	Sep-20	Jul-20	Aug-20	Sep-20	Jul-20	Aug-20	Sep-20
Month ended >>>									
Monthly spending vs Same month prior year	2%	28%	17%	15%	51%	33%	-18%	-6%	-6%
3-monthly average vs Same period prior year	23%	14%	15%	47%	33%	33%	-12%	-11%	-10%

Online sales data is produced by Marketview. Traditional retail sales data is from Statistics New Zealand quarterly releases. For both data sets, the figures we use correspond to Statistics New Zealand's ANZSIC Division G (Retail Trade) excluding fuel, motor vehicles and parts, and marine. The annual value of official retail sales in the categories we monitor is approximately \$50 billion. Exchange rates are sourced from Interest.co.nz

*Categories included in the Online Retail Sales Report are: supermarket and grocery stores; specialised food and liquor; furniture, floor coverings, houseware and textile goods; electrical and electronic goods; hardware, building and garden supplies; recreational goods; clothing, footwear and personal accessories; department stores; pharmaceutical and other store-based retailing; non-store retailing; and retail commission-based buying and/or selling.

*Note: "Other" includes unclassified stores and specialty stores that don't neatly fit into defined ANZSIC categories. Unclassified Trade Me spending (the estimated "retail" component) is included with Department Store spending.



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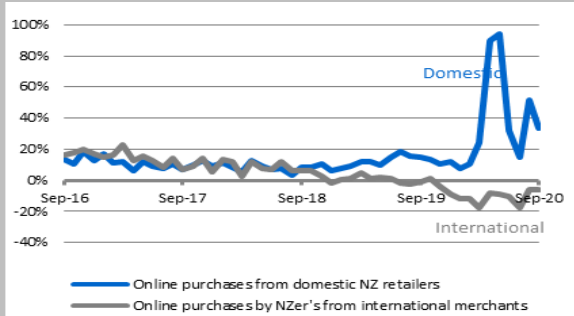
Marketview

NEW ZEALAND ONLINE RETAIL SALES | SEPT 2020

SUPPLEMENTARY CHARTS | SEPTEMBER 2020

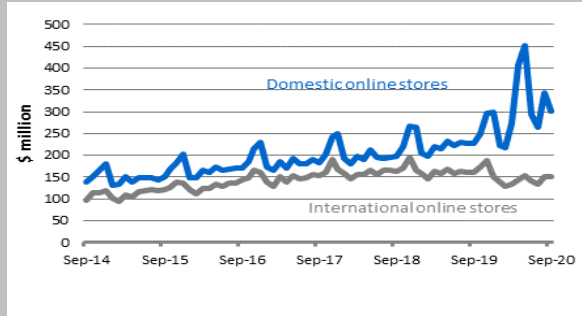
Growth in NZ online sales by retailer location

Monthly spending compared to the same month in prior year



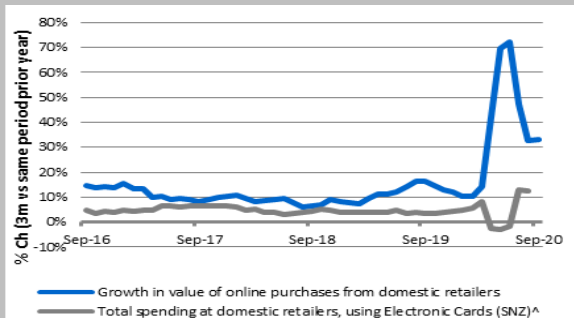
Monthly Online Retail spending by New Zealanders

\$ million

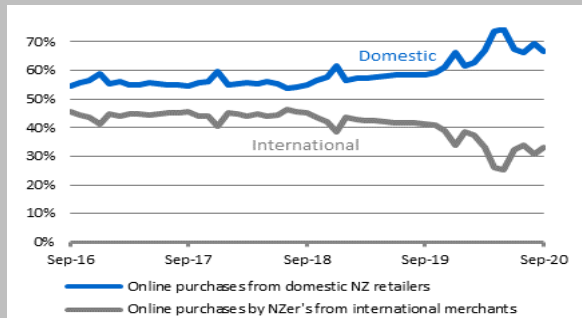


NZ Domestic Online vs SNZ Electronic Card Transactions

3-monthly spending compared to same period in prior year

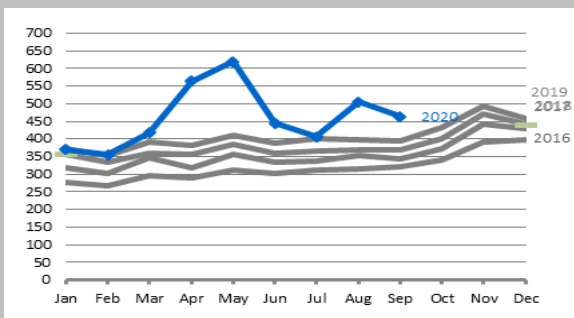


Monthly share of NZ Online Retail Sales, by retailer location



Index of Total NZ Online Retail Sales

January 2010 = 100



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